



WFFF  
201 Humboldt St  
Rochester, NY 14610-1093

Great American Media  
3050 K St NW  
Suite 100  
Washington, DC 20007

# Contract # 1449807

Schedule Dates 10/19/16-10/28/16  
Advertiser Planned Parenthood Action Fund (48491)  
Agency Great American Media (11024)  
Product Political - Issues / Propositions (1068)  
Brand 332/352/5704 (568594)  
Salesperson Katz - Washington DC, Washington DC (1179)  
Sales Office Katz - Washington DC  
Buyer Name Ga, Ritterstein,  
Phone/Fax /  
CPE 332/352/5704  
Account Types National/Political  
Billing Type Standard  
Comments Issue

Date Entered 10/18/16  
Last Modified 10/18/16  
Entered By Elizabeth F. Guy  
CO-OP No  
Headline # ECR25332467  
Demo  
Order Type Normal  
Package Deal  
Commission % 15.00  
Commission \$999.75  
Net Total \$5,665.25  
Sales Tax

Burlington (WFFF)		
By Broadcast Month	Spots	Rate
Oct. 2016	33	\$6,665.00
Grand Total:	33	\$6,665.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/19/16-10/28/16	4	:30	10P- Local 44 News at 10:00pm	3	X	X	X	X	X			5	\$225.00	\$1,125.00	Burlington (WFFF)	LOCAL 44 NEWS<	10/18/16
1.0.1	Closed Preempt	10/19/16															Burlington (WFFF)	Schedule Change/Exception	
2.0	Normal Line / SPOT	10/19/16-10/21/16	4	:30	9A- Maury				1	1	1			3	\$35.00	\$105.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU B MAURY POVICH	10/18/16
3.0	Normal Line / SPOT	10/26/16-10/28/16	4	:30	9A- Maury	2			X	X	X			2	\$35.00	\$70.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU B MAURY POVICH	10/18/16
4.0	Normal Line / SPOT	10/19/16-10/21/16	5	:30	6:30A- Access Hollywood				1	1	1			1	\$10.00	\$10.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU B Access Hollywood	10/18/16
4.0.1	Preempt	10/19/16															Burlington (WFFF)	Schedule Change/Exception	
4.0.2	Preempt	10/20/16															Burlington (WFFF)	Schedule Change/Exception	

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WFFF does not discriminate in advertising contracts on the basis of race, ethnicity or gender and further require that in the performance of all WFFF advertising agreements require that each party not discriminate on the basis of race or ethnicity.



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201 Humboldt St  
Rochester, NY 14610-1093

# Contract # 1449807

**Schedule Dates** 10/19/16-10/28/16  
**Advertiser** Planned Parenthood Action Fund (48491)  
**Agency** Great American Media (11024)  
**Product** Political - Issues / Propositions (1068)  
**Brand** 332/352/5704 (568594)  
**Salesperson** Katz - Washington DC, Washington DC (1179)  
**Sales Office** Katz - Washington DC  
**Buyer Name** Ga.Ritterstein,  
**Phone/Fax** /  
**CPE** 332/352/5704  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** Issue

**Date Entered** 10/18/16  
**Last Modified** 10/18/16  
**Entered By** Elizabeth F. Guy  
**CO-OP** No  
**Headline #** ECR25332467  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$999.75  
**Net Total** \$5,665.25  
**Sales Tax**

Burlington (WFFF)		
By Broadcast Month	Spots	Rate
Oct. 2016	33	\$6,665.00
<b>Grand Total:</b>	<b>33</b>	<b>\$6,665.00</b>

Great American Media  
3050 K St NW  
Suite 100  
Washington, DC 20007

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
5.0	Normal Line / SPOT	10/26/16-10/28/16	5	:30	6:30A- Access Hollywood	1			X	X	X			1	\$10.00	\$10.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU B Access Hollywood	10/18/16
6.0	Normal Line / SPOT	10/20/16-10/27/16	5	:30	9P- Pitch	1				X				1	\$500.00	\$500.00	Burlington (WFFF)	Pitch WS DOES NOT INTERRUPT THURS PRIME SCHEDULE	10/18/16
6.0.1	Preempt	10/20/16															Burlington (WFFF)	Schedule Change/Exception	
7.0	Normal Line / SPOT	10/19/16-10/21/16	4	:30	5:30P- Modern Family				1	1	1			3	\$50.00	\$150.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU B MODERN FAMILY B<	10/18/16
8.0	Normal Line / SPOT	10/26/16-10/28/16	4	:30	5:30P- Modern Family	1			X	X	X			1	\$50.00	\$50.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU B MODERN FAMILY B<	10/18/16
9.0	Normal Line / SPOT	10/23/16-10/23/16	4	:30	12:58P- NFL on FOX Game 1	1						X		1	\$1,000.00	\$1,000.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A NFL Early Game	10/18/16
10.0	Normal Line / SPOT	10/22/16-10/22/16	5	:30	10P- Local 44 News at 10-00pm	1						X		1	\$125.00	\$125.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A LOCAL 44 NEWS	10/18/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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Rochester, NY 14610-1093

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**Schedule Dates** 10/19/16-10/28/16  
**Advertiser** Planned Parenthood Action Fund (48491)  
**Agency** Great American Media (11024)  
**Product** Political - Issues / Propositions (1068)  
**Brand** 332/352/5704 (568594)  
**Salesperson** Katz - Washington DC, Washington DC (1179)  
**Sales Office** Katz - Washington DC  
**Buyer Name** Ga, Ritterstein,  
**Phone/Fax** /  
**CPE** 332/352/5704  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** Issue

**Date Entered** 10/18/16  
**Last Modified** 10/18/16  
**Entered By** Elizabeth F. Guy  
**CO-OP** No  
**Headline #** ECR25332467  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$999.75  
**Net Total** \$5,665.25  
**Sales Tax**

Burlington (WFFF)		
By Broadcast Month	Spots	Rate
Oct. 2016	33	\$6,665.00
<b>Grand Total:</b>	<b>33</b>	<b>\$6,665.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / Prime	10/19/16-10/19/16	5	:30	8P- Lethal Weapon	1			X					1	\$550.00	\$550.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A Lethal Weapons	10/18/16
12.0	Normal Line / Prime	10/27/16-10/27/16	4	:30	8P- Rosewood	1				X				1	\$550.00	\$550.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A Rosewood	10/18/16
13.0	Normal Line / SPOT	10/23/16-10/23/16	4	:30	10:30P- What Matters This Week	1						X		1	\$75.00	\$75.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A What Matters This Week	10/18/16
14.0	Normal Line / SPOT	10/23/16-10/23/16	4	:30	9A- Fox News Sunday	1						X		1	\$75.00	\$75.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A FOX NEWS SUNDAY	10/18/16
15.0	Normal Line / SPOT	10/22/16-10/22/16	5	:30	8P- FOX College Football 2	2					X			2	\$250.00	\$500.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A College Football Prime Game	10/18/16
16.0	Normal Line / SPOT	10/23/16-10/23/16	5	:30	10P- Local 44 Weekend News	1						X		1	\$125.00	\$125.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A LOCAL 44 NEWS	10/18/16
17.0	Normal Line / SPOT	10/22/16-10/22/16	5	:30	10:30P- Big Bang Theory	1					X			1	\$50.00	\$50.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A Big Bang Theory	10/18/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser: \_\_\_\_\_

Date: \_\_\_\_\_

Accepted-Station: \_\_\_\_\_

Date: \_\_\_\_\_

Comments: \_\_\_\_\_

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Rochester, NY 14610-1093

Great American Media  
3050 K St NW  
Suite 100  
Washington, DC 20007

# Contract # 1449807

Schedule Dates	10/19/16-10/28/16	Date Entered	10/18/16
Advertiser	Planned Parenthood Action Fund (48491)	Last Modified	10/18/16
Agency	Great American Media (11024)	Entered By	Elizabeth F. Guy
Product	Political - Issues / Propositions (1068)	CO-OP	No
Brand	333/352/5704 (568594)	Headline #	ECR25332467
Salesperson	Katz - Washington DC, Washington DC (1179)	Demo	
Sales Office	Katz - Washington DC	Order Type	Normal
Buyer Name	Ga, Ritterstein,	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	333/352/5704	Commission	\$999.75
Account Types	National/Political	Net Total	\$5,665.25
Billing Type	Standard	Sales Tax	
Comments	Issue		

Burlington (WFFF)		
By Broadcast Month	Spots	Rate
Oct. 2016	33	\$6,665.00
Grand Total:	33	\$5,665.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
18.0	Normal Line / SPOT	10/22/16-10/22/16	5	:30	5P- Modern Family	1						X		1	\$25.00	\$25.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A Modern Fam Sat	10/18/16
19.0	Normal Line / SPOT	10/23/16-10/23/16	4	:30	4P- NFL on FOX Game 2	1							X	1	\$1,250.00	\$1,250.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A NFL Afternoon Game	10/18/16
20.0	Normal Line / SPOT	10/22/16-10/22/16	5	:30	5:30P- Modern Family	1						X		1	\$25.00	\$25.00	Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A Modern Fam Sat	10/18/16
21.0	Normal Line / SPOT	10/19/16-10/28/16	4	:30	12P- Judge Mathis	1	X	X	X	X	X			2	\$35.00	\$70.00	Burlington (WFFF)	JUDGE MATHIS<	10/18/16
22.0	Normal Line / SPOT	10/19/16-10/19/16	2	:30	9P- FOX News Special: Presidential Debate	1			X						\$3,500.00		Burlington (WFFF)	COMMENTS APPLY TO SUB LINES A THRU A 3rd Presidential Debate	10/18/16
22.0.1	Preempt	10/19/16															Burlington (WFFF)	No Avail/Exception - SOLD OUT	
23.0	W/G For 1.0.1 / SPOT	10/19/16-10/19/16	4	:30	10:30P- Local 44 News at 10:00pm	1			X					1	\$225.00	\$225.00	Burlington (WFFF)	LOCAL 44 NEWS<	10/18/16

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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CONFIRMATION CONTRACT			
Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:
			Comments:

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# KATZ TELEVISION GROUP

125 West 55th St  
New York, NY 10019

GREAT AMERICAN  
MEDIA 3050 K ST NW  
SUITE 100  
WASHINGTON DC  
20007

Agency Order #: 5488423  
Buyer: Ritterstein, Gary  
Salesperson: RACHELLE RAY -  
Washington DC  
202-872-5880

Primary Demo:  
Con Type: POLITICAL/NOTE  
Assistant: LAILA DAFTARI  
202-872-5880

Total GRP:  
Traffic #: 1449807  
Separation:

Contract # 25332467  
CPE: 332/352/5704  
Agency: Great American Media

Changes as of: 10/17/2016 at 7:08 PM  
Flight: 10/19/16 - 10/28/16  
Advertiser: Planned Parenthood VT  
Action Fund IE PAC  
Product: Issue

Version: Original Order  
Station: WFFF  
Market: Burlington-Plattsburgh  
Office: WASHINGTON

Total \$: \$10,685.00  
Total Spots: 37  
Total CPP: \$0.00

#	Day/Time	DP	Program	Rate	Len	10/19 - 10/26		Total Spots	Total \$	CPP	GRP
						10/19	10/26				
1	W-F-M-Tu 10p-11p		LOCAL 44 NEWS<	\$225.00	30	3	3	6	\$1,350.00	\$0.00	0.0
2	W-F-M-Tu 9a-10a		MAURY POVICH	\$35.00	30	3	2	5	\$175.00	\$0.00	0.0
3	W-F-M-Tu 6:30a-7a		Access Hollywood	\$10.00	30	3	1	4	\$40.00	\$0.00	0.0
4	Th 9p-10p		Pitch	\$500.00	30	1	1	2	\$1,000.00	\$0.00	0.0
WS DOES NOT INTERRUPT THURS PRIME SCHEDULE											
5	W-F-M-Tu 5:30p-6p		MODERN FAMIL Y B<	\$50.00	30	3	1	4	\$200.00	\$0.00	0.0
6	Su 1p-4p		NFL Early Game	\$1,000.00	30	1	0	1	\$1,000.00	\$0.00	0.0
7	Sa 10p-10:30p		LOCAL 44 NEWS	\$125.00	30	1	0	1	\$125.00	\$0.00	0.0
8	W 8p-9p		Lethal Weapons	\$550.00	30	1	0	1	\$550.00	\$0.00	0.0
9	Th 8p-9p		Rosewood	\$550.00	30	0	1	1	\$550.00	\$0.00	0.0
10	Su 10:30p-11p		What Matters This Week	\$75.00	30	1	0	1	\$75.00	\$0.00	0.0
11	Sa 9a-10a		FOX NEWS SUNDAY	\$75.00	30	1	0	1	\$75.00	\$0.00	0.0
12	Su 7:30p-11p		College Football Prime Game	\$250.00	30	2	0	2	\$500.00	\$0.00	0.0
13	Sa 10p-10:30p		LOCAL 44 NEWS	\$125.00	30	1	0	1	\$125.00	\$0.00	0.0
14	Sa 10:30p-11p		Big Bang Theory	\$50.00	30	1	0	1	\$50.00	\$0.00	0.0
15	Sa 5p-5:30p		Modern Fam Sat	\$25.00	30	1	0	1	\$25.00	\$0.00	0.0
16	Su 4p-7p		NFL Afternoon Game	\$1,250.00	30	1	0	1	\$1,250.00	\$0.00	0.0
17	Sa 5:30p-6p		Modern Fam Sat	\$25.00	30	1	0	1	\$25.00	\$0.00	0.0
18	W-F-M-Tu 12n-1p		JUDGE MATHIS<	\$35.00	30	1	1	2	\$70.00	\$0.00	0.0
19	W 9p-10:30p		3rd Presidential Debate	\$3,500.00	30	1	0	1	\$3,500.00	\$0.00	0.0
TOTALS:						27	10	37	\$10,685.00	\$0.00	0.0



KATZ  
TELEVISION  
GROUP

125 West 55th St  
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GREAT AMERICAN  
MEDIA 3050 K ST NW  
SUITE 100  
WASHINGTON DC  
20007

Agency Order #: 5488423  
Buyer: Ritterstein, Gary  
Salesperson: RACHELLE RAY -  
Washington DC  
202-872-5880

Primary Demo:  
Con Type: POLITICAL/VOTE  
Assistant: LAILA DAFTARI  
202-872-5880

Total GRP:  
Traffic #: 1449807  
Separation:

Contract # 25332467  
CPE: 332/352/5704  
Agency: Great American Media

Changes as of: 10/17/2016 at 7:08 PM  
Flight: 10/19/16 - 10/28/16  
Advertiser: Planned Parenthood VT  
Action Fund IE PAC

Version: Original Order  
Station: WFFF  
Market: Burlington-Plattsburgh  
Office: WASHINGTON

Total \$: \$10,685.00  
Total Spots: 37  
Total CPP: \$0.00

Competitive Information	
Market Budget:	\$178,083
WFFF Share:	6%
Comment:	
WCAX:	42%
WPTZ:	39%
WVNY:	13%

Daypart Summary					
Day/Time	% Distrib	Spots	Dollars	CPP	GRP
	100%	37	\$10,685.00	N/A	0.0
Total	100%	37	\$10,685.00	N/A	0.0

Monthly Summary		
Month	Spots	Dollars
2016-Oct	37	\$10,685.00
Total	37	\$10,685.00

Transaction History						
Trans	Created/Received	Created by	Status	Spot+	Spot-	\$ Chg
Queued for Electronic Contracting	10/18/16 12:59 PM					\$0
Queued for Electronic Contracting	10/18/16 12:25 PM					\$0
Queued for Electronic Contracting	10/18/16 10:10 AM					\$0
Queued for Electronic Contracting	10/18/16 8:35 AM					\$0
New	10/17/16 7:08 PM	RACHELLE RAY - Washington DC	New	37		\$10,685.00

Non-Discrimination Policy	PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.
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Station and Location:	Date:
WFFF. Burlington / PLASSBURG	10.18.2016

Great American Media

do hereby request station time concerning the following issue:

Public education of voters concerning the election for Governor on 11/8.

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	(see attached	schedule)			

This broadcast time will be used by: Planned Parenthood Vermont Action Fund IE PAC



**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."  
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**  
☐ Yes ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT  
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL  
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished  
by (name and address):

Planned Parenthood Vermont Action Fund IE PAC, 784 Hercules Drive, Suite 110, Colchester, VT 05446

Great American Media is an authorized agent for inquiry/purchase of station broadcast time for sponsor. 3050 K ST. NW #100. Washington, DC  
20007

and you are authorized to announce the time as paid for by such person or entity  
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of  
directors below (or attach separately):

Creston Lea, Treasurer

Committee members:

Janet Warren

Linda Waite-Simpson

Sarah Robinson

**TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS**

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)**

9/6/16      [Signature]      2023388700  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]  
Signature

Harvey Adelberg  
Printed Name

DOS  
Title